Class D23
Heating Equipment
Box II

Biggest event in car heater history!

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ARVIN
Duo-Flo
CAR HEATERS

TWO COMPLETELY NEW MODELS

YEARS AHEAD IN DESIGN!
UNPARALLELED PERFORMANCE!
LOWEST PRICES!

The 59

An amazing value! Tops in fast warm-up, reliability at the lowest price! Superb new features. Beautiful new designs.

$19.95

Defrosters at small additional cost

The 79

Adjustable to "Fresh-Flo" winter air-conditioning for all cars. Full range control! 100% outside air or recirculating heat!

$27.95

Fresh-Flo Kits for outside heat, $3.50 up, defrosters at small additional cost.

Far more comfort...safer driving.....

...with dependable free hot water heat!

"ARVIN LEADS 'EM ALL— WITH FASTER HEAT, GREATER EFFICIENCY, FOR LESS MONEY!"

ARVIN *Duo-Flo* 59 CAR HEATER

Hats off to Arvin engineers for a terrific job! They didn't just add a couple of improvements — but created a heater that sets a new all-time standard in high car heating efficiency at low cost. It's brand new from start to finish — with amazing new improvements throughout — in the core that heats the air — in the fans that force the heat — in the defroster — in the control switch — in ease of installation — in convenience of servicing — in economy — in reliability — in compact design — in eye-appeal — and in *easier, faster, bigger sales and profits for you!*

It's the handsomest heater in Arvin history! Beautifully finished in a rich, deep metallic tone of gray lacquer with red name plate, door knobs and switch. Comes complete with Universal Engine Fittings, including all parts needed for installation on any make of car or truck. Easy to install in all cars, new or old.

Overall size of heater: 10″ high; 10″ wide, 7¼″ deep. Shipping weight, 14 pounds.

$19.95

Defrosters at small additional cost.

"THE HEATER COMBINATION THAT CHANGES INSTANTLY FROM RECIRCULATING TO 100% OUTSIDE AIR HEAT!"

ARVIN *Duo-Flo* 79 CAR HEATER

The greatest triumph of the car heating industry! Here, amazingly low priced, is a heater of highest capacity that offers *25% more heat* than earlier models. Includes the new, Redi-Fit Mounting Plate that fits mounting bolt knockout holes on practically *all cars. IN ADDITION,* by means of the easily attached Fresh-Flo Kits listed below, at small added cost (and extra profits for you!) Arvin 79 Heaters can be made instantly interchangeable from recirculating to either *complete or partial outside air heat.* This gives them the widest range of heat control ever offered!

Beautifully styled, handsomely finished in gray lacquer with red name plate and control knobs. Complete with Universal Engine Fittings, including all parts for installation on any make of car or truck.

$27.95

Fresh-Flo Kits for outside air heat $3.50 up. Defrosters at small additional cost.

Overall size of heater, 10″ high, 11½″ wide, 7½″ deep. Shipping weight, 16 lbs.

ONLY ARVIN DUO-FLO HEATERS . . . . . OFFER THESE GREAT NEW ADVANTAGES

"LOOK AT THE INNARDS! SEE WHY ARVIN BEATS 'EM ALL IN HEATING EFFICIENCY!"

Beautiful, streamlined new design, handsomely finished, harmonizes with latest car models. Space saving. Hugs the dash.

Two 8-Blade fans, one at each side, give maximum distribution of *free heat.*

Low current-consuming single motor operates both fans. Easier to service.

Control doors on each side mean better distribution of heat to any or all parts of car.

Multi-Speed Push-Pull Switch. Designed by Arvin. Tailor-fit for space provided in car.

Two-fan defrosting. A double blast of warm air keeps windshield absolutely clear.

Uni-Tube Core — New fin construction increases air and water contact—gives *25% more heat.*

Redi-Fit Mounting (at rear) for 79 Heaters, fits mounting bolt knock-out holes of practically all makes of cars.

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FRESH-FLO KIT FOR 79 HEATER PROVIDES

Winter Air Conditioning for Any Car

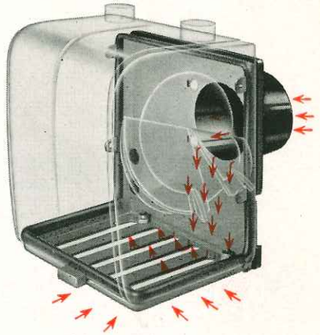
WITH 100% OUTSIDE AIR HEAT

A TREMENDOUS BOOST FOR SALES AND PROFITS!

By simply attaching a tailor-fit *Fresh-Flo Kit,* the 79 Heater is converted from recirculating to full-scale outside air heat, unsurpassed in ease and efficiency of operation. This makes it the greatest value ever offered. It ties in with the outside air systems in 1949 cars, and modernizes the heating systems of old cars. With Fresh-Flo Kits, you can give your customers outside air heat at a *much lower cost—with far greater profits.*

When the Fresh-Flo Kit is attached to the air intake, it provides a *wider range of heat control than any other car heater.* With a simple adjustment, heat can be made 100% outside air, 100% recirculating, or a combination of both.

With full outside air heat, a car has all the advantages of winter air-conditioning. A constantly renewed flow of heat is forced to the rear of the car, circulating throughout, removing smoke and stale air, and eliminating drafts. And here's another great advantage of *full range control!* In heavy traffic, fumes can be avoided by simply switching from outside air heat to recirculating heat. In summer, fresh air can also be admitted with the heater turned off.



Slots closed for outside air.
Slots open for recirculating heat.

FRESH-FLO KITS FOR 79 CAR HEATERS

FK-94—1949 Ford and Mercury	$ 5.00
CK-95—1949 Chevrolet	$ 3.50
PK-96—1949 Plymouth, Dodge, DeSoto and Chrysler	$ 9.50
UK-97—Universal, for other 1949 cars and trucks and for all 1948 or earlier models	$ 8.50

"ARVIN FRESH-FLO KITS ADD EXTRA PROFITS!"

"What does Duo-Flo mean?..

Double the value, double the heating benefit, in all these ways:

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1 Two fans mean *double* the *efficiency,* with greater speed and volume of heated air blown through the distribution doors and the special foot warmer.

2 Defrosting is faster and more effective with the *two* fans sending *two* blasts of heated air up to the windshield, one through *each outlet.*

3 The *added efficiency* of the Uni-Tube Core means *25% more total heat* than previous models. Hot water travels the length of the core *twice*—entering through one tube at the bottom, traveling horizontally clear across, then up and all the way back across the top.

4 Improved fin construction, with more fins, to the square inch, increases the area of contact between the fins and the hot water tubes, and increases the area of contact between the fins and the air passing through.

5 The Uni-Tube Core can be inserted *two ways*—to accommodate hot water pipes on either side. Fits perfectly either way.

6 There are *two* great advantages to the new Arvin Multi-Speed Switch. (a) *Convenience.* It is the only push-pull switch of the rheostat type—offering easy, finger-tip control. (b) *Adaptability.* It is tailor-fit—fitting right into the space provided by the car manufacturer. Also fits bottom edge of dash on older cars.

7 The *special foot warmer,* another Duo-Flo feature, sends a steady flow of heated air direct to the driver's feet, assuring comfort in all kinds of winter weather.

8 There are *two* great new Arvin Car Heaters—the 59 and the 79, both far out front in *sales appeal, appearance* and *low price.*

9 The 79 Heater, with Fresh-Flo Kit, provides *two* methods of heating. (a) 100% outside air. (b) Total or partial re-circulating heat.

10 Arvin's *double values* can *double your sales!*

"Most powerful array of new selling features ever presented!"

DUO-FLO PRINCIPLE GIVES 25% MORE FREE HEAT • BETTER, EASIER CONTROL • VASTLY IMPROVED DEFROSTING • FINEST CAR HEATER VALUE OF ALL TIME

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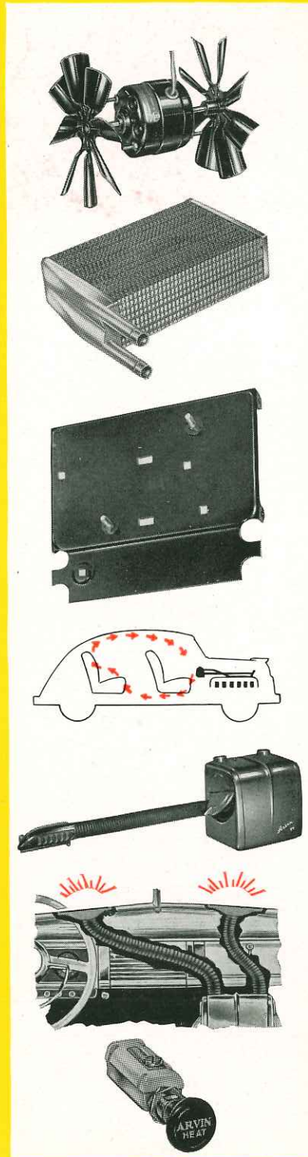

Duo-Flo Free Heat—Two 8-blade fans, operating simultaneously, send two powerful currents of warm air into the car through the distribution doors. *Free* hot water from the engine circulates rapidly through the Uni-Tube Core.

Rugged, easy-to-service motor—The single motor operates both fans, consumes minimum current, and has a lifetime supply of oil. To service, when the heater is taken from the car you need merely remove the front panel, which is held by 4 screws. Core need not be taken out of the heater.

Uni-Tube Core—Heats air more thoroughly and more rapidly. Arvin's new construction, with 2 fins on each side of the water tube, greatly increases contact areas—first, between the fins and the water tubes, second, between the air and the fins. A turbulent effect is created, stirring up the air current and heating it still further. Hot water passes through the core twice—entering at the bottom, passing horizontally clear across, then up and back across the top. These new features add 25% more heat. The core is reversible, to accommodate water tubes on either side.

Redi-Fit Mounting Plate (for 79 Heater)—An outstanding convenience. Enables you to fit the mounting bolts to the knockout holes on practically all cars—and in many cases the water tubes as well. The plate is easily attached to the heater with 4 screws.

Heat Circulates Throughout Car—On both sides of the heater there are adjustable distribution doors, through which the 8-blade fans send currents of heat powerful enough to circulate evenly throughout the car. By raising or lowering the distribution doors, heat can be directed as desired to right or left.

Special Foot Warmer—An exclusive Arvin feature that provides *added comfort.* A special outlet on the left side of the heater takes heat directly off the left fan and sends a steady flow of warm air straight to the driver's feet. (Note: extension tube and nozzle are provided with 79 Heaters. The 59 Heaters have outlet only.)

2-Fan Defrosting—Two powerful currents of air travel directly to the windshield, for the fastest, most complete defrosting in any weather.

Multi-Speed Push-Pull Switch—Provides finger-tip control, regulating heat to the exact amount desired. Designed by Arvin (patent applied for), the switch is tailor-fit for the space provided by the car manufacturer—and has a threaded shaft so that car manufacturers' knobs may be used. Can also be mounted on the lower edge of the dash in older cars.

Arvin's New 2-Fan Defroster

Sends a double current of heated air direct to the windshield, keeping it absolutely clear of ice, steam, sleet or snow!

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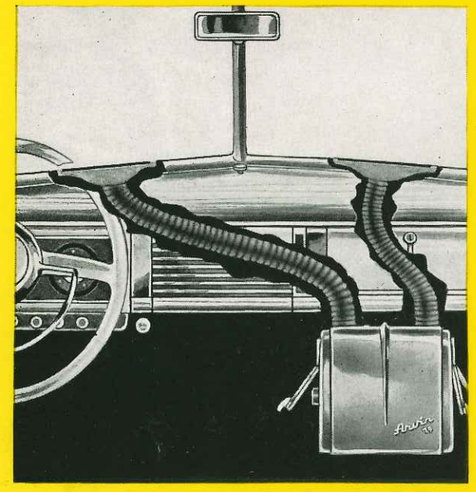

much needed improvement of vital importance—that gives you a whale of a selling advantage! Every driver will appreciate the extra safety that goes with the Duo-Flo Defroster. No matter what the weather does, he'll always have a windshield that *stays clear,* allowing full vision for safe driving. The two fans in the heater send two high velocity currents of heated air straight to the windshield, strong enough to dissipate the heaviest fall of sleet or snow. The extra power also speeds up maximum distribution of heated air all through the car. The 2 outlets deliver 50% more air to the windshield with 50% more pressure.

DEFROSTER KITS FOR 59 and 79 ARVIN CAR HEATERS

MAKE OF CAR OR TRUCK	YEAR OF CAR OR TRUCK	DEFROSTER REQUIRED
Buick	1938-1948	D-922
Cadillac	1938-1947	D-922
Chevrolet (Inc. Sedan Del.)	1938-1940	D-932
Chevrolet (Inc. Sedan Del.)	1941-1948	D-922
Chevrolet (Inc. Sedan Del.)	1949	D-925
Chevrolet Truck	1939-1947 (Early)	D-932
Chevrolet Truck	1947 (Late)-1949	D-933
Chrysler (6)	1939-1940	D-943
Chrysler (6)	1941-1949	D-944
Chrysler (8)	1939-1940	D-943
Chrysler (8)	1941-1949	D-944
Crosley	1947-1949	D-922
De Soto	1939-1940	D-943
De Soto	1941-1949	D-944
Dodge	1939-1940	D-943
Dodge	1941-1949	D-944
Dodge Trucks	1937-1947	D-940
Dodge Trucks	1948-1949	D-943
Ford	1940	D-917
Ford	1941-1949	D-919
Ford Trucks	1940 (except C.O.E.)	D-917
Ford Trucks	1941-1947 (exc. C.O.E.)	D-919
Ford Trucks	1948-1949	D-908
Frazier	1946-1949	D-922

MAKE OF CAR OR TRUCK	YEAR OF CAR OR TRUCK	DEFROSTER REQUIRED
G.M.C. Trucks	1941-1947 (Early)	D-932
G.M.C. Trucks	1947 (Late)-1949	D-933
Hudson	1940-1947	D-963
Hudson	1948-1949	D-965
International	1941-1949	D-919
Kaiser	1946-1949	D-922
Mercury	1940	D-917
Mercury	1941-1949	D-919
Nash	1939-1946	D-962
Oldsmobile (60)	1939-1940	D-932
Oldsmobile (except above)	1938-1947	D-922
Oldsmobile (ex. Futuramic)	1948	D-922
Oldsmobile	1949	D-944
Packard	1938-1949	D-991
Plymouth	1939-1948	D-943
Plymouth	1949	D-944
Pontiac (Spec. 6) (Qual. 6)	1939-1940	D-932
Pontiac (except above)	1938-1948	D-922
Pontiac (6)	1949	D-925
Studebaker	1939-1949	D-982
Willys (except Jeep)	1947-1949	D-919 with DA-9

PRICES:

D-944 and D-982 ..... $2.95 each
All other Defrosters ..... 4.50 each
D-A9 Adapters ..... .75 each

"ARVIN 2-FAN DEFROSTERS HAVE DOUBLE-BARRELED APPEAL!"

"Want action? These'll start it quick and keep it going!"

Arvin Free Selling Helps

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Big, brilliantly colored 3-Panel counter or window display for the 79 Duo-Flo Heater — with punch-out holes for display of one actual heater. Size 36" x 28".

Bright-colored single panel counter or window display card for the 59 Duo-Flo Heater — with punch-out holes for actual heater. Size 16" x 28".

Folders — to hand out or drop in cars, telling the complete sensational story of the new Arvin Duo-Flo Car Heaters.

Window of wall streamer with a strong "action" message.

With the world's newest and finest heaters, Arvin clears the way for a year of record-breaking sales! And these strong, colorful display pieces will power your drive. They'll rivet the eye, hold the attention, and condition your customers for fast, easy selling. Get 'em now, start 'em workin' and hit the highroad to bigger profits! Specify Display Kit No. 8.

ORDER NOW!

Simply tell your jobber to send you 8 or more Arvin Duo-Flo Car Heaters (any model) and 4 Defrosters, and tell him to "register" your name and address at the factory as an "8-lot Arvin Dealer." That's all you have to do to receive immediately, free and prepaid from the factory, these powerful, point-of-sale display pieces. Don't delay — every extra day you have 'em on the job will mean extra sales. As soon as they arrive, get 'em up and watch results roll in!

As a "registered" Arvin Dealer, you'll get other hard-itting sales builders, too, including newspaper mats and radio spot announcements. So get that order to your jobber *now!*

"DUO-FLO HEATERS DISPLAYED BRING DOUBLE-FLOWIN' SALES AND PROFITS!"

Selling power that reaches 47 million readers!

Arvin National Advertising

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Takes Arvin's dynamic Duo-Flo Car Heater selling story straight into the homes of your customers

Arvin's big new campaign, capping a quarter-century of continuous national advertising, will help you go all out for the biggest car heater year you ever had. It'll team-up with your displays for faster sales — so keep 'em on the job. *Tie-in NOW*, and *you'll cash in PLENTY!*

ARVIN—the name on many profit-building products of

NOBLITT-SPARKS INDUSTRIES, INC.
Columbus, Indiana

"ARVIN's the best known name in Car Heaters —and with Duo-Flo that'll go DOUBLE!"

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ARVIN
Duo-Flo
CAR HEATERS

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